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WILLITS FRONTIER DAYS

87th Annual



June 23 - July 4, 2013

Celebrating the City of Willits' 125th Birthday



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Willits Frontier Days History

In 1926, the Willits Development Association came up with the idea of sponsoring a community activity to raise funds for the construction of a much-needed hospital. Through the efforts of many prominent citizens, including Dr. Raymond Babcock, Frank Taft, Judge E.M. Whitney, Judge Fred Foord, Deed Wimmer, Frank and Bill Whitney, Joe Quadrio, Edward Morris, Carl Edenfeldt, Allen Sacry and the American Legion Post, a plan was hatched, and the first Willits Frontier Days Rodeo occurred in July 1927.

Coincidentally, at this same time, Frank R. Howard, the young son of Charles S. Howard, owner of Ridgewood Ranch and champion racehorse Seabiscuit, was injured in an automobile accident at the ranch. The boy's doctor, Dr. Babcock, approached Howard about erecting a hospital in Willits in memory of young Frank, who did not survive the fatal crash. Mr. Howard agreed and decided to build the Frank R. Howard Memorial Hospital shortly thereafter.

Even though the original idea of having a rodeo to fund construction of a hospital was no longer necessary, the American Legion decided to carry on with their plans for the event anyway.

The celebration was an instant success, and the American Legion ran the show until 1932, when the Willits Volunteer Fire Department accepted the leadership role. Looking to the future, the fire department borrowed money to improve the rodeo grounds by having individual volunteer firefighters sign promissory notes.

The Willits Frontier Days Association was born and incorporated in 1950, when a group of local businessmen and ranchers took over the proverbial "reins" of the event. The continuity of Willits Frontier Days has remained unbroken since 1926.

As a non-profit organization, Willits Frontier Days still operates as it did in the beginning, with no associated individual or organization getting any financial reward. Residents and clubs work together to put on the events and decide together how to spend the profits of each show to benefit our community.

Interested in getting involved and helping the tradition of Willits Frontier Days continue into the future? Call 707-459-6330 or email us at: willitsfrontierdays@gmail.com for information on joining.

Giving Back



Marcy Barry presents a check to Dean Verdor

Willits Frontier Days is usually thought of only around the Fourth of July, when they put on the annual Independence Day rodeo, parade and other festivities, but, the crew behind the non-profit is actively supporting the community and keeping the grounds active year-round as well.

This year, Safe Pathways held their first annual ATV rodeo at the area in support of building a transitional home for disabled youth here in Willits,

and the first annual Ranch Rodeo offered real ranchers doing traditional horse-and-cow tasks. Willits Frontier Days also donated the use of the grounds for community events including two high school rodeos and a tri-tip dinner for the Willits Educational Foundation.

For the third year in a row, the WFD Beer Crew has gone out and purchased some \$600 worth of toys for the Willits Toy Run and Willits Christmas Kids Tree Program. There are also two scholarships offered annually to graduating seniors to help further them in their educational goals.

Frequently, Willits Frontier Days offers jobs and tasks for the supervised members of the Chamberlain Creek crew, who help to keep the grounds clean, pull weeds, mow, water and do more laborious tasks to keep the space clean and ready for the upcoming events.

At one of their last meetings, Willits Frontier Days members also invited representatives from the Willits Lions Club and the Soroptimists International of Willits to suggest uses for WFD's \$2,500 money pool that was saved expressly with the intention of giving back to the community. After several projects were

considered, there was a motion to give the monies to the Willits Youth Football organization.

The community also came out to help with some tasks at the WFD grounds too, including Ron Hurley of KC Trucking/Organic Soil Products and METALx who helped with the rebuilding of the bucking chutes at the area, which were in a great state of disrepair. More help came from John Sunstrom, Fred Barry, Jeff Cook, Harold Potter, Billy Rutler, Jake Choate and Kelly Figg-Hoblyn who all worked very hard to install a catwalk behind the chutes, making it safe and comfortable for the cowboys and staff during livestock events.

The front of the office building also received a new deck last summer courtesy of Vincent Wilson of the Boy Scouts who completed the task as part of his Eagle Scout project.

The next big project is to raise funds to replace the grandstands. Members of the organization are looking for grants to help offset the massive cost of the new stands, but possible replacement ideas include more seating, a covered top and covered boxes. Much more could all be possible with enough funds raised.



Executive Board

Vice President Billy Rutler, Secretary Tracy Legris, President Marcy Barry, Treasurer June Sizemore, 2nd Vice President Mattie Pinon



Board of Directors

Back row: Dan Pinon, Rick Crowder, Tylor Yadon, Kelly Figg-Hoblyn, Harold Potter, Front Row: Jeff Cook, Mike Miller, Karen Cavanaugh, Angie Miller, Lisa Wright and Lee Persico. Not Pictured: Kenny & Bobie Persico and Elaine Figg-Hoblyn

SUNDAY, JUNE 23

HORSE SHOW

6/23 | 8 a.m. | Jack Tharp Arena | Free to Attend

SWEETHEART JUDGING

6/23 | 10 a.m. | Jack Tharp Arena | Free to Attend

GYMKHANA

6/23 | Following Horse Show | Jack Tharp Arena | Free to Attend

THURSDAY, JUNE 27

HOMETOWN CELEBRATION

6/27 | 5 to 9 p.m. | Main Street - Downtown Willits | Free to Attend

FRIDAY, JUNE 28

TRUCK PULLS

6/28 | 6 - 9 p.m. | Jack Tharp Arena | Adult: \$13, Child: \$5

STREET DANCE

6/28 | Following Truck Pulls | Rodeo Grounds | Free to Attend

SATURDAY, JUNE 29

CARNIVAL

6/29 | Opens at 4 p.m. | Rodeo Grounds

SUNDAY, JUNE 30

LIONS COWBOY BREAKFAST

6/30 | 7 - 11 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

CUTEST LITTLE COWBOY & COWGIRL

6/30 | 10 a.m. | Rodeo Grounds | Free to Attend

NATIONAL ANTHEM CONTEST

6/30 | Noon | Rodeo Grounds | Free to Attend

JUNIOR RODEO

6/30 | 4 p.m. | Jack Tharp Arena | Adult: \$5, Child: Free

SWEETHEART CROWNED

WEDNESDAY, JULY 3

WATER FIGHT

7/3 | 5:30 p.m. | Humboldt & Commercial Streets | Free to Attend

CCPRA PROFESSIONAL RODEO

7/3 | 7 p.m. | Jack Tharp Arena | Box: \$15, Adult: \$12, Child: \$5
Local Team Roping | Following CCPRA rodeos

WESTERN DANCE

Dance: 7/3 | Following Rodeo | Rodeo Grounds | Free to Attend

THURSDAY, JULY 4

HORSESHOE CONTEST

7/4 | 9 a.m. | Rec Grove Park

PARADE

7/4 | 11 a.m. | Main Street - Downtown Willits | Free to Attend

BARBECUE

7/4 | Noon | Rec Grove Park
Adult: \$15, Child/Senior: \$8, Family Pack(2 Adults & 2 Children): \$40

BLACK BART GUNFIGHTERS

7/4 | 3 p.m. | Rec Grove Park | Free to Attend

CCPRA PROFESSIONAL RODEO

7/4 | 4 p.m. | Jack Tharp Arena | Box: \$15, Adult: \$12, Child: \$5
Local Team Roping | Following CCPRA rodeos



PRESIDENT'S MESSAGE

Welcome

to Willits Frontier Days' 87th year and City of Willits' 125th birthday!

This is my moment to thank all of the dedicated volunteers and business that have continued to support us year after year.

Thank you to my husband Fred Barry and daughter Danielle Barry along with all my friends and family who have supported me the last three years.

I am looking forward to seeing a lot of old friends and meeting new ones. Let's make new memories that will be talked about for years to come.

Thank you again for your support.

Macey

WFD 2013 President

PAST PRESIDENTS

Chris White	Chuck Persico
Dale Briggs	Dr. Raymond Babcock
Kent Standley	Lee Persico
Kathy Goss	Louis Zanella
Richard White	Galen Hathaway
Jim Jennings	Merrill Williams
Jack Tharp	Kenneth Jamieson
Ralph Baker	Gus Goren
Dennis Rohrs	Mel Clatty
Logan Anker	Frank Whitney
Rick Crowder	Faris Whitney
Harold Jorgenson	

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Mike Griggs, Sr.

since 1983. He has been known as 'The Rat' almost from the beginning as Mike's adopted last name was Temple. Charlotte's Web was popular. Mike acts some, and looks more than some, like Templeton. John Schaeffer at Real Goods called him a rat. "Gardening the Rat Way" came from Buckwheat in Little Rascals.

Sparetime Supply has been successful for many reasons, and the Griggs' have always celebrated their success, in part, by helping the community and people in it. "There are so many worthy people and projects in our community," says Mike. "We have always tried to give a little or a little more to some of the people and projects."

Mike and his wife Dianne raised their kids, Mike Jr. and Kari, in Willits. Mike was on the Recreation Board and Youth Soccer Board for several years. He was also on the School Board for two terms. Mike was a Willits Rotarian and past president, and served in the Navy during the Vietnam War.

Mike is retired and his family has chosen to keep Sparetime in the family and help it continue as a positive entity in

Willits with the hard-working, competent people that run the business today.

"I'm not special; I worked hard

and tried to be reasonable, fair, and pretty smart. Today Sparetime is too big and complicated. Business is harder than in the past. I leave Sparetime with a goal to remain positive in our community and with a bright future," explained Mike. "I have Christine. We have our dogs, Bella and Ruby, our kids and grandkids and some friends. We live just across the street. Life is good!"

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Jeff Cook

Jeff started with Willits Frontier Days when Hal Wagenet asked for his assistance with completing the rebuild of the announcer's booth at the rodeo grounds.

Though he was busy with other projects, and had been asked over the years to participate in Frontier Days, Jeff said he would lend a hand if "total design authority" was left to him, assuming that might be enough to get him off the proverbial hook.

To his surprise, Wagenet said that was no problem, and Cook was then committed to the project. Now, almost 15 years later, Cook admits that he "can't fight the feeling" not to return every year to the organization and lend a helping hand.

Over the years, Cook has been the scholarship chairman, hands out flags at the start of the parade (2,000 in 2012!) with his wife Jeanne, oversees the CCC crew on work days, was on the board of directors, a past first vice president, and overseer of much of the maintenance on the grounds.

Buckle Sponsors



TOP HAND AWARDS

Denny Pinon

Denny Pinon has been a part of Willits Frontier Days all his life. His two sisters were past sweethearts, and his parents and grandparents have all been on the Board of Directors through the years.

Denny graduated from Willits High School in 1986, attended College of the Redwoods and then UTI in Phoenix, AZ and graduated with straight As.

In 1989, Denny came back home and started working in the business of heating and electrical with Robert Service and Construction and then opened his own business, Intercounty Mechanical, in 2010.

Denny has been asked to fix ice machines, plumbing, lights and anything that needs fixing down at the grounds. He also helps with the rodeo and junior rodeo in the striping chutes and is the gate man at the horse show assisting also with setting up and taking down for the different events. He is always there and gets the job done when asked. He doesn't expect any pats on the back, just a simple 'thank you' will do.

Richard Huddle Construction & Todd Hollifield Construction



HONORARY GRAND MARSHAL

Cloyd & Barbara Taylor

Cloyd first came to help with Willits Frontier Days when old Masonite work buddies, Chris and Kent, needed a hand with their welding project on the bucking chutes 15 years ago. Ever since, he and his wife, Barbara, have been helping out with the organization.

Now residing in Arizona, the two make the trek once a year to come back to the grounds, and the pair is now in charge of several tasks around the grounds. Barbara helps answer phones and aids in office work, and Cloyd does "whatever needs doing" at the grounds from running forklift to locking up at night.

The Taylors stay here for six weeks preceeding the festivities and are a huge help to making each year a success.



HERITAGE AWARD

Hal Wagenet

Hal Wagenet served Frontier Days for 35 years as Director and Committee Chair. He booked entertainers and provided sound and lighting for all events during most of that time.

He marched in Parades as a child, with Boy Scouts and the Willits Unified High School marching band. He fostered the Willits Country Pickers guitar marching band, winning first place.

His Talent Show drew up to 800 people.

He designed and built the Recreation Grove Stage for Frontier Days and the City, using the Country Pickers contractor-musicians, in just 3 months. Wagenet designed and spark-plugged the arena Announcer's Booth, stylishly completed by Jeff Cook.

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WHEN & WHERE

7/3 | 7 p.m. | Jack Sharp Arena | Box: \$15, Adult: \$12, Child: \$5
7/4 | 4 p.m. | Jack Sharp Arena | Box: \$15, Adult: \$12, Child: \$5

The California Cowboys Pro Rodeo Association is a group of top-ranked cowgirls and cowboys who participate on a circuit of professional-grade rodeos throughout the state.



The Frank R. Howard Foundation was established in 1966 with the objective of guaranteeing high-quality hospital services for Willits and Northern Mendocino County. In 2005, a new public foundation, the Howard Community Healthcare Foundation, was established to benefit those donating to the new medical campus. The mission of the Howard Community Healthcare Foundation is to advance excellence in healthcare, education, and research through philanthropy. Its primary focus is the receiving of funds raised for the new medical campus.

Funding of the new hospital by Adventist Health will allow the Foundation to concentrate its efforts on the remaining development of the new Medical Campus.

- A Medical Offices Building (MOB) for area physicians.
- COMMONWEALTH Gardens, a 5-acre organic garden, to provide food for patients, visitors and staff.
- A Health & Wellness Center, Auditorium, and Campus Housing to complete the campus.

*For additional information or to make a donation to the
Frank R. Howard Foundation Medical Campus,
please call (707) 459-2777 or visit www.HowardFoundation.org*



The contestants participate in eight events; bareback, saddle bronc, team roping, calf roping, steer wrestling, breakaway roping, barrel racing and bull riding, hoping to win the coveted All-Around title. After the points from all the events are tallied, the cowgirl and cowboy with the highest cumulative scores win the title, coordinating engraved buckle created at Outlaw Saddlery, a wad of cold hard cash and bragging rights for the duration of the year.

The livestock for the events, the bulls, broncs and horned-alike -- 'rodeo stock' as they are referred to in the trade -- are provided by Humboldt County's Lou Bugenig and Mike Mora of West Coast Rodeos. Known throughout the state as premiere stock contractors, West Coast bulls and broncs give the boys a challenge to hang on to, and the steer and calves try to give the ladies a run for their money.

In addition to the eight CCPRA rodeo events, cowboys and cowgirls from Lake, Mendocino and Humboldt counties can compete in local team roping events as well. Trophy buckles, also engraved by Outlaw Saddlery, are awarded to the top scoring Header and Heeler.

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CCPRA RODEO



Event Sponsor
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WHEN & WHERE | 7/4 | 11 a.m. | Main Street - Downtown Willits | Free to Attend

The strip of Main Street between Commercial Street and East Valley Street gets a holiday-themed makeover on the morning of July 4 as the annual parade kicks off and turns the normally busy Highway 101 into a red, white and blue extravaganza.

Community members and visitors from all over the county and beyond line the sidewalks of historic downtown Willits to watch the glitter, horses, dancers, floats, balloons, gunfighters, bands, flags, tractors -- and usually a surprise or two -- march down Main Street.

Several entrants have made the parade an annual or generational tradition for their families - some riding since they were just

little buckaroos, including members of the Standley and Persico families and many other families.

Annual favorites include the winning and runner-up Willits Frontier Days Sweetheart contestants, the current Grand Marshal and Heritage Award winners, Roots of Motive Power antique logging equipment, Willits Horsemen's Association, Willits Police Department, Little Lake and Brooktrails Fire Departments, Cal Fire & CDF as well as many other emergency personnel - with sirens and lights blazing, of course.

The announcer's stand, located at the corner of East Mendocino Avenue and Main Street, introduces each entry and provides information on each group or individual

SAVE THE DATE: Ranch Rodeo 10/5/2013

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participant. It also serves as the stage for the winner of the National Anthem contest to sing at the opening of the parade.

Though many stake out seats in the coveted shady locations in the early hours of the morning, the parade starts at 11 a.m. and is free to attend.



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SWEETHEART CONTESTANTS



Lilja Lamkin

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liljalamkin@yahoo.com

"I can't remember a time in my life when I DIDN'T want to run for sweetheart," reminisced Lilja Lamkin. "I even remember when I was about 7 dressing up as a future sweetheart and riding in the Willits Frontier Days parade!"

Now 16, Lamkin has been on horseback since the age of 4 when she began riding her pony Hunter in the parade, for a few gymkhanas and in many of the local horse shows.

Horsemanship runs deep in her Shuster family roots too; her grandmother Leslie (Cogburn) Scaglione & mother Lanae (Shuster) Lamkin both ran and won the sweetheart title, Leslie in 1966 and Lanae in 1991.

In the more recent past, Lilja has been enjoying riding her palomino gelding First Class Encounter at horse shows, as well as pleasure trail riding on her family's beautiful farm in the valley. But she hopes to add "Queen Run" to her resume this year.

"It would be a big honor to be a part of the longest continuous-running rodeo in California and to represent WFD as the 2013 Sweetheart, and continue the family legacy becoming a third-generation sweetheart," said Lilja.

Lilja is now out and about selling tickets to the Fourth of July events, and is available by phone, "Call anytime!"

Sweetheart Saddle Sponsors

Contact | 707-354-3996

"I'm so excited to be running for Sweetheart this year! There's been so many contestants in my family, and now, it's my turn!" said Casey Persico, 17.

"My sister Ashley and I definitely were the ones who kept up with riding once we grew up and it will be icing on the cake if I get to win the title this year!"

Casey has been riding since she was very young and rode in the Willits Frontier Days parade with the rest of the Persico family for many years. This year will be her first away from the group as she will be riding with the other Willits Frontier Days Sweetheart contestants instead.

Along with her parade riding and days in her youth spent gymkhanaing on her Uncle Mike's roping horse Bud, this year Casey joined the California High School Rodeo Association and is having a great time.

Now on her grey gelding Blu, she is competing in team roping with partner Michael McKinnon and also in breakaway, and she is looking to do barrel events soon, too.

"I would like to thank my sponsors, Dave O'Leary of Summit Realty and Buster's Burgers & Brew," said Casey who is now selling tickets to the Willits Frontier Days events.

She encourages everyone to call or text her for tickets.

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Casey Persico



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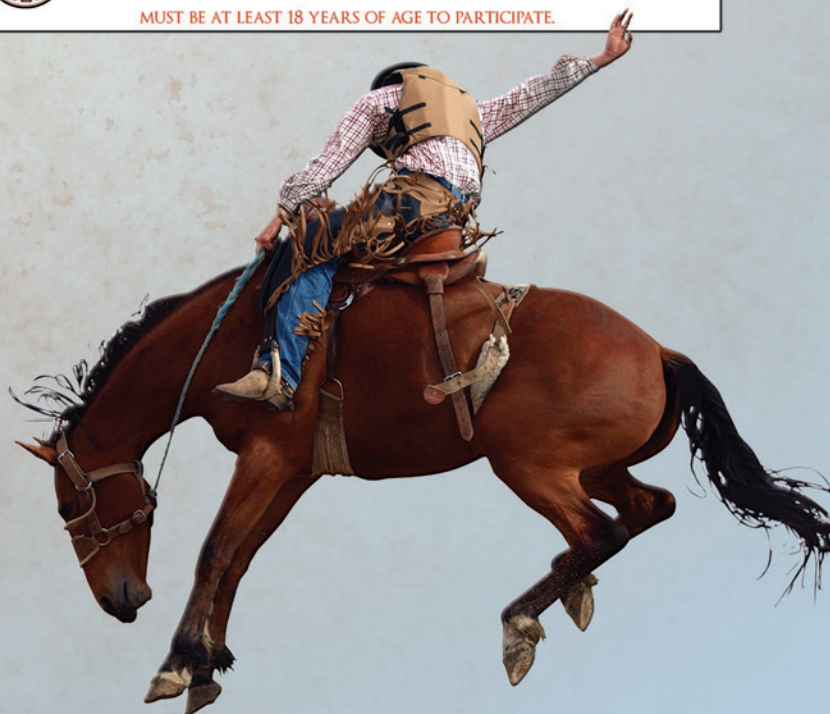
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WHEN & WHERE | 7/4 | Noon | Rec Grove Park | Adult: \$15, Child/Senior: \$8, Family Pack (2 Adults & 2 Children): \$40

Lake County Rodeo Association

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WESTERN BARBECUE

Even as the parade comes to an end, the sizzling aroma of barbecuing beef can already be caught on the air, wafting out of the barbeque pit at the Rec Grove Park.

The line can get long, but anyone who's been through it before can testify that it's worth the wait - even when the team serves some 4,000 people during the luncheon.

Putting this monumental meal together takes the combined efforts of many local individuals, service clubs and businesses. However, under the direction of Mike Frahm and the help of many others, the event continues to be a success.

Anita Tharp and the barbecue fire crew light the coals around midnight to make sure they are just right by the time the cooks arrive around 6 a.m. The Odd Fellows Lodge, Rotary Club and many dedicated volunteers work through the night and into the day preparing cowboy-style beans, salad, garlic-buttered French bread and corn on the cob.

Roasted over oak coals since the crack of dawn, the Black Angus tri-tip roast is absolutely delectable. Tickets are available from the Sweetheart contestants and at the event, which starts at noon.

NEW THIS YEAR!
Horseshoe Competition

7/4 | 9 a.m.
at Rec Grove Park

Contact:
Stephen Summers
367-2435



The Diablo Ladies Rodeo Drill Team is a group of riders who showcase their horsemanship skills at rodeos, demonstrations and parades all over Northern California.

Murrel encouraged the team to preform with integrity, and above all, fun. Based in Sacramento, the ladies have performed in large arenas like the Cow Palace, home of the Grand Nationals Rodeo.

WHEN & WHERE

7/3 | CCPRA Intermission
7/4 | CCPRA Intermission

DIABLO LADIES RODEO DRILL TEAM



The Willits Frontier Days gymkhana is a fast-paced, event-driven display of fast and furious horses and focused riders.

Events at the gymkhana include Cloverleaf, Speed and 5-Can Barrels, Washington Poles and Single Stake.

Like the horse show, age groups are specified, and two winners of each group are

selected to win the high point and reserve high point awards.

There are also three lead line events, which gives the littlest cowpokes the chance to participate.

WHEN & WHERE

6/23 | Following Horse Show
Jack Tharp Arena
Free to Attend

GYMKHANA EVENT



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Event Sponsor

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Nothing is more darling than a pair of Wranglers when the patch is the width of the pocket, and a plethora of these mini-pants attached to some pretty cute little faces can be found at the Cutest Little Cowpoke contest. Held at the Rodeo Grounds, contestants in two age groups: 4-5 and 6-8, are dressed up in Western attire and are asked to answer questions about their interest

in Willits Frontier Days, knowledge of rodeo and more.

A boy and girl in each age group are chosen and both receive a belt buckle, get to ride in the parade, and be announced at the rodeo events as well.

WHEN & WHERE

6/30 | 10 a.m.
Rodeo Grounds
Free to Attend

CUTEST COWPOKE

Equestrians have been showing their skills as accomplished riders at the Willits Frontier Days Horse Show since the beginning of the event in the late 1920s.

English and Western disciplines are both showcased, and a high point and reserve high point winner are selected from each group and are awarded prizes for their day's efforts.

Five local perpetual

trophies are available: Barbara Hamilton, John Fish, Randy Clark and Don and Petie Coleman, the R Horse Ranch, and the Goss family.

These trophies are for local riders aged 17 and under who live in Mendocino County.

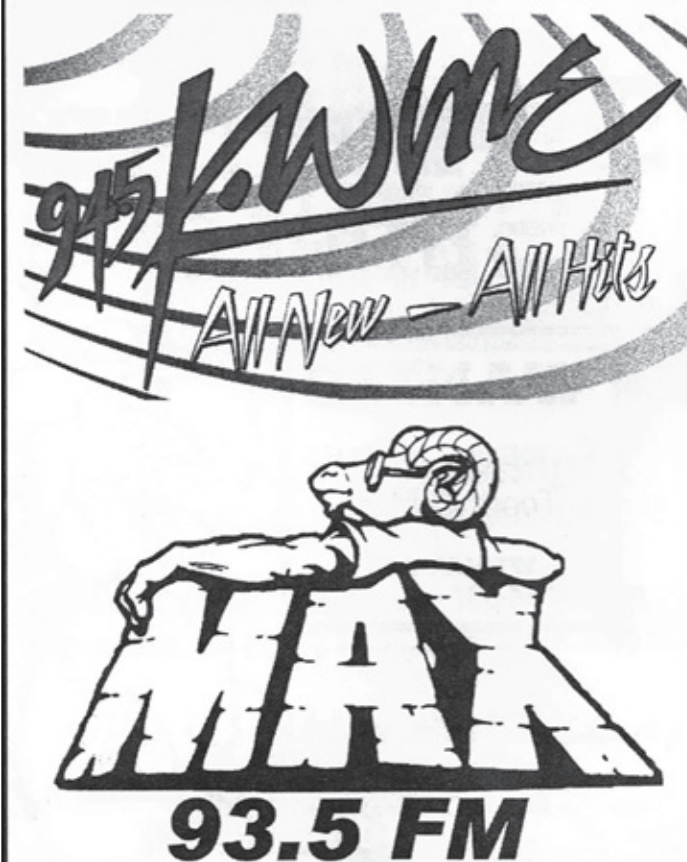
WHEN & WHERE

6/23 | 8 a.m.
Jack Tharp Arena
Free to Attend



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After many full days of Fourth of July festivities conclude, the best place to be early the next morning is at the cowboy breakfast held at the Rec Grove Park.

The Lions Club gets busy early in the morning to make sure the hungry gathered crowd can grab a hot plate of hotcakes, ham, eggs and hot coffee.

Tables are available at the park to sit and eat, and many enjoy gathering to chat about the year's events.

Tickets for the breakfast are available from the Sweetheart contestants and at the event which runs from 7 to 11 am.

WHEN & WHERE

6/30 | 7 to 11 a.m.
Rec Grove Park
Adult: \$8, Child: \$5

Kicking off the Willits Frontier Days event is the Hometown Celebration that is held in downtown Willits.

Many vendors open their doors with specials and sales to those who come and celebrate for the evening.

Booths are set up for many other businesses in the parking lot areas and several service groups, clubs and organizations set up games and fun for the

kids, hold raffles and provide other interactive fun.

Food, treats and tasties are available from local restaurants and vendors who set up and serve many street-friendly eats for visitors' strolls around town.

WHEN & WHERE

6/27 | 5 to 9 p.m.
Main Street - Willits
Free to Attend



In 1970, the Black Bart Gunfighters, formerly known as the "Wild Bunch," formed in Willits, and to this day they provide entertainment at the Willits Frontier Days parade, barbeque and rodeo events. The group is comprised of good guys, bad guys, gunfighters, dance hall girls, youngsters, bootleggers, old pioneers and a traveling minister.

Members strive for authenticity with their costumes, props and guns. At times they appear to be obnoxious while drinking moonshine, and even a little flirtatious. It's all part of the act.

Along with local performances, the group travels outside of the Willits area, and they

occasionally make surprise appearances on the Skunk Train and appear at the local K.O.A. Kampground. They also perform at private parties, weddings, birthday celebrations and special events.

The group signs autographs on Black Bart money, and they enjoy letting the audience take photos and videos.

Each member must go through a gun safety course before participating in any

skits that involve gunfights, and at the beginning of every show they give a gun safety demonstration.

The Black Bart Gunfighters group is a nonprofit organization. Money they earn provides scholarships for graduating Willits High School seniors.

Donations are gratefully accepted by Al (Crusty) Robinson, P.O. Box 862, Willits, California 95490. Info: 707-459-3409.

WHEN & WHERE

7/4 | 3 p.m. | Rec Grove Park | Free to Attend



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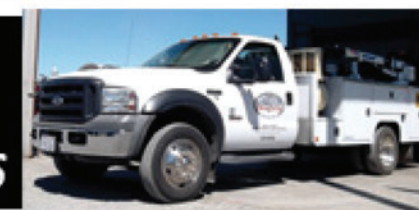


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In 1925 the Willits Development Association began discussing the need for a modern hospital. Working with the American Legion Post #174, they sponsored an old fashioned celebration on the 4th of July.

The proceeds were designated for the building of a Willits Community Hospital. Charles S. Howard, owner of a nearby ranch (and 10 years later the owner of the famed racehorse, Seabiscuit), was the first Grand Marshal of the Frontier Days Parade.

Just two months before the second annual Frontier Days, the son of Charles Howard, 15-year-old Frank R. Howard, was injured in a very serious automobile accident. Because of the extent of the boy's injuries, he was unable to save him without a hospital or emergency equipment. The tragedy moved Charles Howard to donate the generous sum of \$42,000 for the construction of Frank R. Howard Memorial Hospital.

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WHEN & WHERE | CARNIVAL

Carnival: 6/29 | Opens at 4 p.m. | Rodeo Grounds | Tickets & Wristbands

WHEN & WHERE | DANCES

Dances: 6/28 & 7/3 | Following Truck Pulls & Rodeo | Rodeo Grounds | Free to Attend



The night sky overlooking the Jack Tharp Arena glows bright with the lights from the Johnston Amusements carnival every year.

The carnival offers rides, food and fun for kids and adults.

Classics like the Gravitron and the Zipper give those hoping for a thrill a run for their cotton candy, and carnival games including darts, ping

pong balls for goldfish and more test the skills of all attendees.

Everyone is welcome to enjoy tasty food including popcorn, candy apples, ice cream, and treats as they stroll through the clean and well-lit midway.

Johnston Amusements has been bringing these quality family entertainment options to Central and Northern California fairs and festivals for over 50 years, spanning three generations.

The street dances and band performances give the older crowd a chance to hang out with friends or make new ones while dancing the night away to DJ or band-made country tunes. The Beer Garden offers cowboys and cowgirls a watering hole, and something for the youngsters to long for. Dances are held at the Rodeo Grounds usually from 9 pm until midnight.

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WHEN & WHERE

6/30 | 4 p.m. | Jack Tharp Arena | Adult: \$5, Child: Free

CCPRA'ers had to start somewhere, and the Junior Rodeo event is the place for the little buckaroos to hone their arena skills before competing with the big guys and gals.

Many of the junior contestants also have been in the saddle since they were very little, many with practical ranch experience already under their belts.

Events at the junior rodeo include many of the CCPRA events, just on a smaller scale. Calf and steer riding offer the little ones a chance to get ready for the bulls, and the Mystery Scramble gives everyone - contestants AND spectators - a great giggle.

Though competition can be fierce even on the smaller scale, the parents of these little ones are always cheering them on and supporting them in every event.

Like the CCPRA rodeos, the stock is provided by Humboldt County's Lou Bugenig and Mike Mora of West Coast Rodeos, and the winner of the event also receives the All Around title and

an engraved buckle. The overall high-point winner for the day will have the honor of receiving the Bud Suttles Memorial Trophy.

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Willits Rotary Club



The Willits Rotary Club helps with the annual Willits Frontier Days Barbecue, helping to coordinate and serve the delicious lunch to the hungry crowd.

The Rotary International motto "Service Above Self" conveys the humanitarian spirit of the organization's more than 1.2 million members. Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide.

Willits Rotary offers programs for students and youth that can change the lives of those who participate. Through these programs, young people can earn scholarships, travel on cultural exchanges, or help a community through a service project.

To become involved with Rotary, contact 707-459-9082.

American Legion #174



The American Legion Post #174 and the Ladies Auxiliary helped initiate the 4th of July Parade and Rodeo in 1926 to raise funds toward building the hospital. In 1927 the event was made permanent, and has occurred ever since with no interruptions. This is a record that Willits and the Frontier Days Committee are justifiably proud of.

The American Legion Color Guard has led the 4th of July Parade each year. The Guard also presents the colors at each Rodeo, and raises the huge garrison-sized flag while the National Anthem is sung.

Post 174 and its Ladies Auxiliary meet at 7 p.m. the second Tuesday of each month in the Veterans Memorial Building at the intersection of Sherwood Road and Main Street.

If you would like to become involved with the post, contact 707-456-0399.

Soroptimist International of Willits



The Soroptimist International of Willits group is in charge of each year's Sweetheart contest, assisting the girls from May 1 through the dinner when the winner is crowned.

Each contestant receives a binder with pertinent information for the year's contest that the group puts together, and they also offer guidance, assistance with poise and personality skills, and encourage the contestants to sell those tickets!

Globally, the Soroptimist International group is a service organization for women who are committed to a world where women and girls, together, achieve their individual and collective potential, realize aspirations and have an equal voice in creating strong, peaceful communities worldwide.

If you would like to become involved with the Soroptimists, contact: 707-459-5363.

MUSICAL GUESTS

Photos supplied by artists

McKenna Faith



Nashville Recording Artist McKenna Faith has an impressive resume under her boots for anyone, let alone an 18-year-old. McKenna Faith has shared the stage with country music superstars like Blake Shelton, Luke Bryan, Lee Brice, Neal McCoy, Kellie Pickler, and Scotty McCreery - just to name a few...

McKenna Faith's Summer 2013 tour to promote her new album "We Like Trucks" (recorded in Nashville, and featuring Toby Keith's band) is taking her to the CMA Music Festival in Nashville, as well as Country Cruising with Wynonna, Trace Adkins, Montgomery Gentry, Love & Theft, and more.

Find out more about McKenna Faith by visiting her website www.mckenna-faith.com, liking her on Facebook, and downloading her Free Mobile App for iPhone/iPad/Android

WHEN & WHERE

7/3 | To follow Rodeo | Rodeo Grounds | Free to attend



Chad Bushnell

Chad Bushnell is an upcoming country music singer from Red Bluff, CA. He has been playing the guitar and singing since he was 4 years old and has performed at numerous events including fundraisers, campaigns, rodeos and church functions. He has opened for country artists such as James Otto, Billy Currington, Mark Wills, Tracy Lawrence, Jarrod Neimann, Josh Gracin, Jason Michael Carroll and the

Crist Family. He is accompanied by his band the "Space Cowboys" and showcases a blend of new and old country style music with a little rock influence. He just came out with a new CD titled "Stormy Day in June" with all original songs. He has the Lord to thank as well as his parents for all they have done for him. In his free time he enjoys hunting, fishing and rodeo.

WHEN & WHERE

7/3 | To follow Rodeo | Rodeo Grounds | Free to attend

Double Standyrd



"Double Standyrd was formed after an Open Mic night in March 2012. Jim Switzer (Lead Guitar) held the Open Mic at The Office, in Ukiah, where Erick Fackrell (Male Vocalist) and Camille Villavicencio (Female Vocalist) were performers, each accompanied by Brad Hunt (Rhythm Guitar). It was Brad who, after hearing each of the singers, thought it would be a brilliant idea to put a band together, spotlighting the full bluesy quality of Erick's voice, complemented by the smooth sultry sounds that Camille offered. Soon after, they added Frank VanVranken (Bass) and Scott Wise (Drums), and Double Standyrd was complete! This six-member ensemble was ready to rock!"

WHEN & WHERE

6/28 | To follow Truck Pulls | Rodeo Grounds | Free to attend

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Roots members steam up the restored equipment for community events, school groups, and special occasions.

Roots was first organized in

1982 and began with a single piece of equipment. The Roots building has two railroad tracks within the building and provides over 5,000 square feet of display space in the "Engine House" for heavy steam-powered equipment.

It was made possible with a Transportation Enhancement Act grant through the Mendocino Council of Governments.

To learn more, visit the Roots of Motive Power web site at: www.rootsofmotivepower.com.

Incorporated in 1888, the charming little town of Willits, located in the center of Mendocino County, became a hub for lumber, ranching and farming.

Willits has, over the years, adopted the slogans "The Heart of Mendocino County" and "Gateway to the Redwoods," as is displayed on the trademark Arch spanning Highway 101.

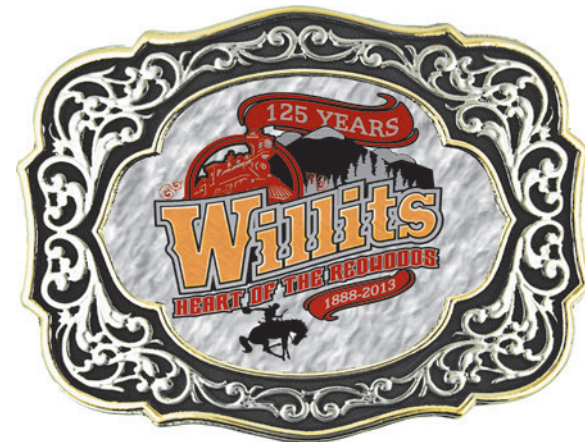
Originally named Willitsville after settler Hiram Willits, the name was officially

changed to Willits in 1874.

Willits is a town rich in history and pioneering spirit. Its beautiful scenery of surrounding coastal mountains and rolling hills dotted with picturesque ranches, welcomes visitors, local residents and returning family.

Please join us in celebrating our 125th birthday. Enjoy your time with us and come back again soon, because now you are part of the Willits family.

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NATIONAL ANTHEM

Being the one chosen to sing the iconic National Anthem at the Willits Frontier

Days Parade, Junior Rodeo and CCPRA rodeo is something the winner of the annual contest will be able to remember for years.

In years past, vocalists of all ages and singing styles have tried their hand at the stanzas of the "Star

Spangled Banner," including some very young kiddos and even a barbershop quartet.

Everyone is invited to come and cheer on their favorite singer at the contest held at the Rodeo Grounds.

WHEN & WHERE

6/30 | Noon
Rodeo Grounds
Free to attend

The best way to cool off from the hot July sun is with the annual Firemen's Water Fight located on Humboldt Street just west of the Little Lake Firehouse.

The event is held mainly for bragging rights and a good time for both teams. The objective is to try and get a tethered barrel to cross into the opponents' side, by means of the fire hose.

Teams hold the hoses and

try and spray the barrel over, as the other team tries to defend and return the barrel to the other side.

Every year, both sides of the street are lined with giddy spectators cheering on the volunteers - and hoping to enjoy some time in the "splash zone."

WHEN & WHERE

7/3 | 5:30 p.m.
Humboldt St. Corner
Free to Attend

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Explore our local history from its beginning and follow the intriguing story of our unique county.

Learn about the shipwreck that opened up the region, the logging heyday, settlements in the 1850s, and life lived in "hippie vans" through today.

Watch a homemade movie from Dr. Raymond Babcock of time at the

Ridgewood Ranch where the historic racehorse Seabiscuit lived with owner Charles Howard.

Other exhibits in the museum showcase Pomo baskets, wine making, and commercial fishing and ranching endeavors.

WHEN & WHERE

400 E. Commercial St.
Weds - Sun: 10 a.m. to 4:30 p.m.
707-459-2736

Ridgewood Ranch, the home of the world-famous racehorse Seabiscuit, is just south of Willits and is undergoing restoration to preserve the buildings and mementos of the past.

Guided tours are available in the summer months to see the stud barn, mare barns and more on the ranch.

Charles Howard, owner of Seabiscuit and Ridgewood, was also heavily involved in Willits Frontier Days in

the early days, and it was his son who our Frank R. Howard Memorial Hospital was named after.

Watch the famous movie, read the heartwarming book, and come see where it all happened in real life this summer.

WHO & WHERE

16200 North Highway 101
seabiscuitheritage.org
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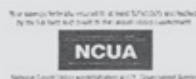
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In 1996, the California Cowboys Professional Rodeo Association required rodeo committees to have a veterinarian on site during rodeo performances.

Willits Frontier Days set the standard years ago by recruiting a local large animal veterinarian to attend our rodeo performances.

We are delighted that Dr. Sheri Cronin of Mobile Equine Veterinary Services is joining us again on site this year to lend a helping hand,

should the need arise.

She is available in the event of an injury to or illness of an animal, and also to ensure that all rodeo animals are treated humanely.

Please remember Dr. Cronin whenever you need assistance with your large animals.

Thanks to our wonderful attending veterinarian, Dr. Cronin.



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Hats Off & Thank you!

The Executive Board, the Board of Directors and Staff Committee Chairpersons wish to express our heartfelt gratitude to the folks who show up "just because" and lend a helping hand with the many tasks that need doing before, during and after our annual 4th of July celebration.

All the helpers for the BBQ, Amy Forrester, Art Cooley, Ashtan Bloomquist, BJ & Rocky Rutler, Ben Gayski, Bobbie & John Tilley, Brian Bouley, Brian Shuster, Chamberlin Creek fire crew, Cartwright Family, Cavanaugh Family, Christine Houslasehelt, Cole & Jake Munderloh, Cloyd and Barbara Taylor, Dalton Family, Dan and Loraine Walker, Darren Bowlds, Darren Day, Diane and Gary Ford, Doug and Kathy Goss, Duncan Family, Fonsen Family, Fred and Danielle Barry, Garman Family, Grey Simpsons Constructions, Horger Family, Jack and Candi Tharp, Jim Bean, John Mayer - Willits Soil Products, John Sundstrom, Keith Johnson, Lana and Steve Eberhard, Larcye Wright, Laura and Danny McBride, Lions Club, LLFD Volunteers, Lynn Kennelly, Mary Burgess, Maureen Moore, Mendo Mill employees, Mike & Michael Frahm, Nita Tharp, Parade Crew, Persico Clan, Pinon Family, Pro-Flame, Randy Sears, Ray & Peggy Hebrard, Riley Family, Ron Hurley - K/C Trucking, Rotary Club of Willits, Shelley Powers, Shuster Trucking Co., Skip A-Z, Soroptimists International of Willits, Sparetime Supply, T & T Salvage & Storage, The City of Willits Employees, The Willits News, Ukiah Ambulance, Willits Boy Scout Troop, Willits Chamber of Commerce, Willits High School Students, Willits Police Department, Willits Youth Football and WIPF Construction.

Committee Chairs:

Advertising - Karen Cavanaugh
BBQ - Darrell Buzzard
Jr Rodeo - Lee Persico & Bobbie Tilley
Gymkhana - Amy Forrester
Sweetheart Contest - Loraine Patton,
Soroptimist International of Willits
Carnival-Dale Briggs
Parade - Kera Colvard
Grounds Maintenance - Jeff Cook
Arena - Bill Rutler
Flowers - Marcy Barry, Tracy Legis,
Tracy Duncan, Lisa Wright
Margarita Booth - Shelly Reviling
Beer Booth - Fred Barry

Past Heritage Award Winners:

1977 - Leandro "Dink" Persico
1978 - Harold Jorgenson
1979 - Logan Anker
1980 - Don Coleman
1981 - Virginia Ciancio
1982 - Grace & Ralph Laswell
1983 - George Kincade
1984 - Frank Boomer
1985 - The Colli Sisters
1986 - Lee Persico
1987 - Annette Ciancio Pinon

1988 - R.E. "Bob" Harrah
1989 - Ken Jamieson
1990 - Florence Persico
1991 - Orval Archer
1992 - Fred Steele
1993 - Jack Tharp
1994 - Chuck Persico
1996 - Little Lake Fire Dept
1997 - George & Jane Akins
1998 - Jimmy Nyhen & Russ Oakley
1999 - Fred Page
2000 - Rick Crowder

2001 - Johnny Mayer
2002 - Dan Pinon
2003 - Don Norred
2004 - Evelyn Persico
2005 - Richard & Francee White
2006 - Kathleen Goss
2007 - Doug Goss
2008 - June Sizemore
2009 - Claudia Smith Hill
2010 - Carlin & Bill Horger
2011 - John & Bobbie Tilley
2012 - Bud Garman

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We sincerely apologize if we have missed listing any of our other "caretakers" and hope you will understand and forgive us. With so many of you showing up over the past few weeks, it is near impossible to keep track of all the comings and goings. Please know this is far from being a complete list of those we want to publicly acknowledge, but our gratitude is heartfelt just the same.

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